

PROJECT: GREEN ZONE

P-153

P. 01/02

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From-RJRT

Dec-11-97 11:31am

Objective: To gain 100% competitive menthol smoker awareness of the new SALEM Slide Box by 2/27/98, in specified areas, for the purpose of evaluating the effectiveness of the current test market idea.

Strategy: Saturate strategic areas of approximately 3-4 square blocks or a "strip" consisting of approximately 10-20 retail accounts selling cigarettes by "painting them green" through RJR Sales, Green Team, and media integration.

- Tactics:**
1. Green Team member to partner with RJR SR/TR to "carve out" specific area during ½ day field rides to be completed by 12/19/97.
 2. RJR Reps to focus intensely on the 3 P's (product availability, presence, and promotion availability).
 3. Green Team to maximize Slide Box availability in non-contacted calls identified by RJR Reps.
 4. Product trial/name generation (RJR reps to identify retail accounts).
 5. Local events created and hosted by Green Team within the Green Zone: one in January, another in February, drawing invitations from database names.
 6. Enhanced outdoor media in Green Zones by RJR Advertising.

- Evaluation:**
- AIM data to be read, where applicable, on January 1, February 1, March 1, April 1.
 - Consumer takeaway measurements by RJR Marketing Research group in 2-3 unidentified Green Zones.

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GREEN ZONES

Borough	RJR Rep	Green Team	Zip	Cluster	Area Description
Bronx	Jonathan Colon	Andre Diaz	10453	46	Fordham Road between Concourse and Loring
Bronx		Jimmy Martinez/ Cedra Walton			
Brooklyn	Peggy Hansen	Holly Turner	11211	46	Broadway between Gates and McKibben
Brooklyn	Hector Cabrera	Jakuan Melendez	11216	47	
Brooklyn	Melanie Gray	Michelle San Juan	11217	0	
Queens	Marty Perskin	Randy Quiles/ James Montalvo	11102	31	
Manhattan (Harlem)	Juan Dominguez	Stacia Means	10031	47	
Manhattan	Randi Gralla	Amatus Karim/Liz Hart	10012	10	
Manhattan (Spanish Harlem)	Mike Milillo	Power Allah	10025	10	
Manhattan	Chris Fabris	Ging Eboru/ Contessa Chasmer	10009	10	

Notes:

- A Green Zone may consist of an SR/TR partnership.
- Zip codes are not exact. RJR Rep needs to meet with GT member to carve out specific area based on greatest opportunity for young adult competitive menthol smokers.
- Exact area descriptions are critical for measuring SALEM growth. Please provide by 12/19/97.